

Sonoma County Annual Film Report 2014



Released July 2015



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OVERVIEW

In 1974 the Sonoma County Board of Supervisors created a Film Office within the Sonoma County Economic Development Board. Weathering several challenges over the years, the Film Office continues to support and facilitate Sonoma County as a location destination for film, video, and commercial production companies worldwide, and helps create a friendly environment for production by connecting with local government, business and residents.

Film Office Goals

- Provide assistance and support for film crews seeking to film in Sonoma County
- Increase the awareness of Sonoma County as a destination for production
- Continue to draw attention to our website to assist individuals or production companies to access the tools for their success
- Encourage teamwork among permitting agencies
- Increase the awareness of Sonoma County's heritage of movies shot here as a tourist destination

ECONOMIC IMPACT SUMMARY

In 2014, Sonoma County reached \$1,932,500 million in filming permits for the year 2014, a 14% increase over 2013. We did not engage in any feature films in 2014 due to several facts: Sonoma County is a considerable distance from Los Angeles, and much more film is now being produced in digital studios. The State of California has put together an incentive opportunity that has been enhanced this year and is proving very profitable for those filming in the state. (Additional information on this program is on page 6.)

Methodology Review

Each permit recorded by the Film Office in our database is given an economic impact dollar amount depending on what type of filming activity has been accomplished. Adding the economic impact for each day of permit provides the total dollar amount of generated revenue. In the year 2014 there were 85 permits issued with 105 days of filming. Permits recorded by our office filmed on public land amounted to \$1,932,500.00 in economic impact.

Revenue

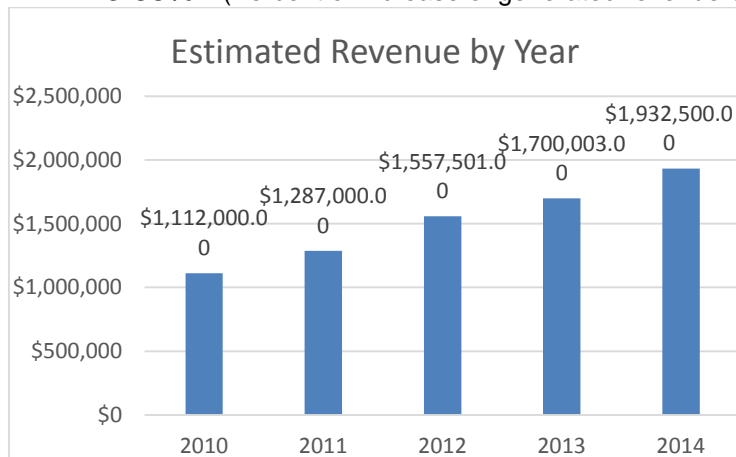
Generated Revenue per day of filming:

Commercial	\$25,000	Still Photo	\$15,000
Documentary	\$15,000	Student	\$ 1
Feature	\$125,000	TV Reality	\$15,000
Independent	\$30,000	TV Special	\$35,000
Industrial	\$15,000	Other*	\$15,000
Music Video	\$30,000		

*The 'Other' category includes video, personal filming, advertisement, EDB Brewery video, B-roll, etc.

Estimated Revenue by year:

2010	\$1,112,000	27.8 %	(Percent of increase of generated revenue between 2009 & 2010)
2011	\$1,287,000	15.7 %	(Percent of increase of generated revenue between 2010 & 2011)
2012	\$1,557,501	21.0%	(Percent of increase of generated revenue between 2011 & 2012)
2013	\$1,700,003	9.15%	(Percent of increase of generated revenue between 2012 & 2013)
2014	\$1,932,500	13.68%	(Percent of increase of generated revenue between 2013 & 2014)



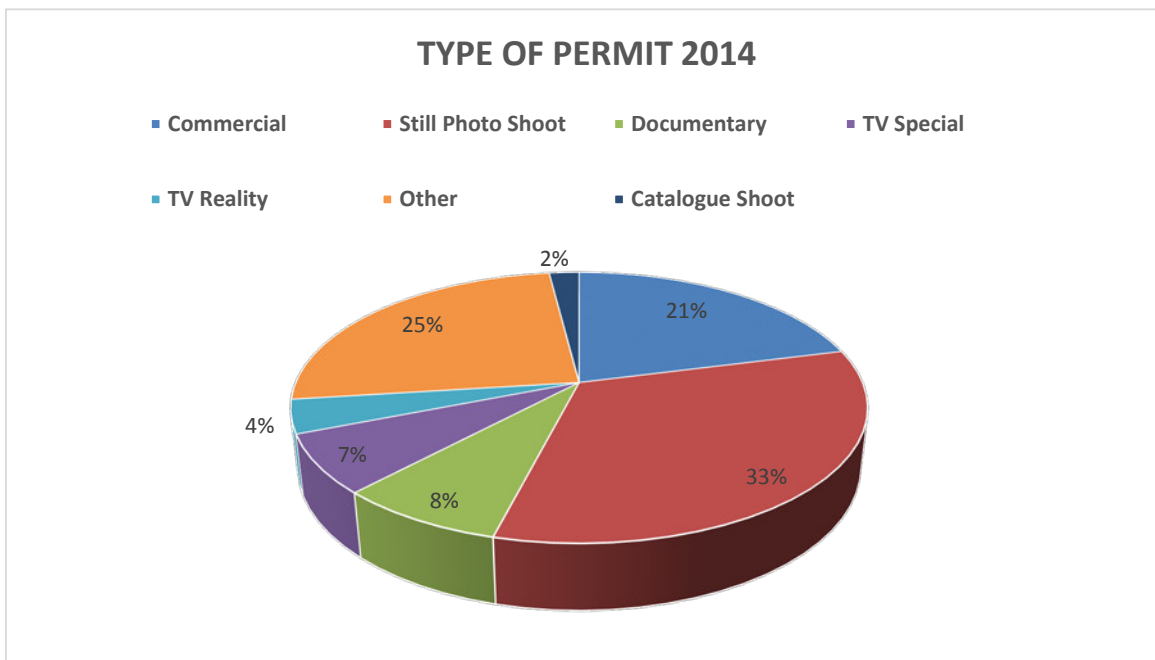
Number of Permits

The following chart organizes the number of film permits reported to the Sonoma County Film Office from the permitting entities of the cities, state, and the County of Sonoma for the years 2010-2014. The large amount of filming done on private property is not reported to the film office and thus is not represented. The number of permits does not reflect the complete view of filming in Sonoma County.

Total # of Permits in 2014: 76
 Total # of Days Shot 2014: 105

Compared to: 2013 81 Permits
 Compared to: 2013 98 Days

Type of Permit	2010	2011	2012	% Change	2013	% Change	2014	%Change
Catalogue Shoot	1	0	0	0 %	0	0%	1	+100%
Commercial	18	9	32	+ 255 %	32	0%	16	-50%
Documentary	3	5	9	+ 80 %	6	-33.33%	6	0%
Feature-Independent	1	2	2	0 %	3	+50%		-100%
Industrial	0	1	0	9%	1	+100%		0%
Music Video					2	0%		-100%
Other	3	8	5	-37 %	14	+180%	19	36%
Still Photo Shoot	22	25	27	+ 8 %	15	-44.44	25	67%
Student					3	0%		-100%
TV Pilot	1	0	0	0 %	1	+100%		-100%
TV Reality	1	7	1	-85 %	0	-100%	3	+300%
TV Special	5	0	4	+ 400 %	4	0%	6	+50%
TV Weekly	3	3	0	0 %	0	0%		0%
TOTAL	57	60	80	33 %	81	+1.25%	76	-6.17%



2014 HIGHLIGHTS

Keeping us on the map!

California Incentives – AB 1839

Governor Brown on September 18, 2014, signed Assembly Bill 1839, The California Film & Television Job Retention and Promotion Act. This is the incentive program to increase filming in California.

Key changes are:

- 1) Increases tax credit program funding from \$100 million to \$330 million per fiscal year
- 2) Expands eligibility to big-budget feature films, 1-hr TV series and TV pilots
- 3) Eliminates budget caps for studio and independent films
- 4) Eliminates existing tax credit lottery
- 5) Includes penalty provisions for projects that overstate job creation
- 6) Provides for multiple allocation periods throughout the year.
- 7) Adds a 5% “Uplift” for productions that film outside the 30-Mile Zone, as well as for visual effects and music scoring/recording performed in-state

More information will be forthcoming as the California Film Commission is in the process of developing regulations, program guidelines and other procedures to administer the newly expanded film and TV tax credit program.

<http://www.film.ca.gov/Incentives.htm>

Other Activity

The Wrong Side of Right, an Independent film was partially filmed in Petaluma September 2014. The movie will be released in the spring of 2015. Filming was held at the Petaluma Airport, County courtroom in Petaluma City Hall, and on private property.

Starring: James Remar, Jayson Blair, and Allison Paige



Source: The Press Democrat



Source: Petaluma360.com

2015 LOOKING AHEAD

CREATIVE SONOMA

The Economic Development Board launched in 2014 a new program, Creative Sonoma, to bring together and support the creative community and industries in the County. As a significant, and highly visible, segment of the creative economy, film production, its coordination and its promotion dovetail with Creative Sonoma objectives. We will look to bring these two initiatives together as we move into the next year.

Guy Fiero: Guy's Grocery Games

Celebrity chef on the Food Network will return periodically to film "Guy's Grocery Games" in Sonoma County.



Sonoma County Movie Locations Tour

For those who love surfing the net, consider hopping aboard the Sonoma County Movie Locations Tour Itinerary before you take off. This site offers the opportunity to travel through Sonoma County to view the locations of films from the past. It provides nostalgic information to locals and visitors alike, and encourages the discovery of the film industry in Sonoma County.

<http://www.sonomacounty.com/articles/sonoma-county-movie-locations-tour-itinerary>

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Sonoma County Board of Supervisors